



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Promotion

ENTREPRENEURSHIP TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the role of promotion as a marketing function.
- Identify the elements of the promotional mix.
- Identify communications channels used in sales promotion.
- Describe word-of-mouth channels used to communicate with targeted audiences.
- Select target market.
- Explain the concept of marketing strategies.
- Explain the role of customer service in positioning/image.

CASE STUDY SITUATION

You are to assume the role of co-owners of DREAM CLEAN, a business that provides residential cleaning services. You will meet with a potential investor (judge) to attempt to gain funding for a marketing and promotional plan for a new product idea.

Your team started DREAM CLEAN two years ago. The business provides weekly housekeeping and cleaning services to residential customers. Customers can choose to add on extra services such as window washing, carpet cleaning, or oven cleaning for additional fees.

To build clientele, you would like to begin offering gift certificates for purchase that would allow the recipient a one-time residential cleaning service. Your team knows that there are markets that would appreciate the gift of a clean house. Unfortunately, you do not have the funds to put toward the marketing and promotion of these new gift certificates.

The potential investor (judge) is intrigued by the idea but wants more information about the marketing and promotional plan for the new DREAM CLEAN gift certificate. The investor (judge) wants your team to explain:

- Specific target market
- Marketing strategies
- Appropriate elements of the promotional mix to reach target market
- Communications channels used
- Approximate costs involved

You will present your plan to the potential investor (judge) in a meeting to take place in the potential investor's (judge's) office. The potential investor (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the potential investor's (judge's) questions, the potential investor (judge) will conclude the meeting by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization

Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.

4. Judge Evaluation Instructions and Judge Evaluation Form

Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of a potential investor of DREAM CLEAN, a business that provides residential cleaning services. The co-owners (participant team) want to gain funding for a marketing and promotional plan for a new product idea.

The co-owners (participant team) started DREAM CLEAN two years ago. The business provides weekly housekeeping and cleaning services to residential customers. Customers can choose to add on extra services such as window washing, carpet cleaning, oven cleaning for additional fees.

To build clientele, the co-owners (participant team) would like to begin offering gift certificates for purchase that would allow the recipient a one-time residential cleaning service. The co-owners (participant team) know that there are markets that would appreciate the gift of a clean house. Unfortunately, the co-owners (participant team) do not have the funds to put toward the marketing and promotion of the new gift certificates

You are intrigued by the idea but want more information about the marketing and the promotional plan for the new DREAM CLEAN gift certificate. You want the co-owners (participant team) to explain:

- Specific target market
- Marketing strategies
- Appropriate elements of the promotional mix to reach target market
- Communications channels used
- Approximate costs involved

The participant team will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant team and asking to hear about their ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. How can we inform our current customers about the new gift certificates?

2. What are the risks involved in this venture?

Once the co-owners (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the co-owners (participant team) for the work.

You are not to make any comments after the event is over except to thank the participants.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participants demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participants demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participants demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



ENTREPRENEURSHIP TEAM DECISION MAKING 2025

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Promotion

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Identify the elements of the promotional mix?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
4.	Describe word-of-mouth channels used to communicate with targeted audiences?	0-1-2-3	4-5-6	7-8	9-10	
5.	Select target market?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the role of customer service in positioning/image?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						